

Edina Public Art Committee - MINUTES-3/04/2010
Mayor's Conference Room, Edina City Hall 4 p.m.

Present: Bernice Amacher, Brad Benn, Dick Crockett, Rick Fesler, Amy Kerber Linda Kieffer, Bill McCabe, Lois Ring, Anne Spooner and Ruth Valgemae.

February 4, 2010 MINUTES approved.

CONTINUING BUSINESS

Brad Benn reported that there are now 4 sculptures by 3 artists submitted for the Sculpture Call. An email reminder of the March 31 deadline was also sent to previous applicants and to members of the Society of MN Sculptors.

Rick Fesler is still in contact with several individual philanthropists and reports that receiving a donation is still very possible.

Dick Crockett and Amy Kerber reported that EPAC will be receiving \$1,000 per year for the next five years from Jay Abdo.

Brad Benn is pursuing possible corporate funding through Target Co. Individual stores are limited to offering a \$50 gift certificate for requests. As previously reported, the deadline has passed for Foundation funding.

Lois Ring stated that all promotional material must have the wording that EPAC is a subcommittee of Edina Art Center. This was not included in fund raising letters recently sent. EPAC is encouraged to make requests to the Edina Art Center Board which meets in April.

Bernice Amacher wrote 3 donor request letters but has not yet received a response.

Linda Kieffer reported that after speaking to Cheryl Kohout about engraved pavers, the news is that bricks work better but still wear down easily due to shoveling.

Engraved pavers are a dead issue at this point. She also updated the progress of the Edina Rotary Grant request. There are purchase challenges for matching grants and that the committee meets on March 18 where a final decision will be made. 50th & France cannot sell buttons during Edina Art Fair.

Linda Kieffer will ask Tom Shirley about the possibility of food vendors at Centennial Lakes donating 10% of sales to EPAC during certain events.

Anne Spooner reported that Diana Hedges talked to Ken Rosland and EPAC can sell buttons at the Edina Art Center booth at Centennial Lakes during Fall into the Arts.

Lois Ring emphasized that EPAC buttons are primarily a way to promote awareness and to not necessarily bring in income. It is still up in the air as to whether Edina Liquor can sell them. More discussion followed with a suggestion that each EPAC and EAC Board member be required to purchase 10 buttons at \$5 each, thus covering the costs of having a large

quantity made. Additional comments included a suggestion of offering a price range giving individuals a choice as to how much to pay for a button. Due to an uncertain outcome, it was agreed that purchasing a large quantity of buttons not occur at this time. Edina Art Center will make a small quantity to test the idea.

Brad Benn and Lois Ring presented meeting notes with Communications Director Jennifer Bennerotte regarding marketing and promotion. It was reported that posting photos on the EPAC website has limitations as it is tied to Edina Art Center and City Hall. Lois Ring submitted a night photo of the Pinecone that Diana Hedges will send to Jennifer Bennerotte to post online.

The sculptures at the Promenade will have a story in the summer issue of About Town. Deadline is April. Jennifer Bennerotte said EPAC can hang Art at City Hall. Lois Ring will pursue the Pinecone photo enlargement that will be framed and hung at city hall. Other suggestions included images of public art at Jerry's and Fairview Hospital.

Jennifer Bennerotte suggested contacting 20 printers for a media marketing budget. Lois Ring obtained an email vote to go forward with the idea. Jennifer Bennerotte also suggested printing directly on the water bill itself asking for an art donation. With an available printing budget only, creating a brochure of EPAC sculptures is possible. Further suggestions include designing a presentation package in house to be presented to a prospective donor. Printers from the media sponsorship would cover the cost of producing these materials.

A check off donation thru registration of classes at Edina Art Center designating \$1 or more for EPAC was discussed. Jennifer Bennerotte reported that classes at EAC average \$7,000 in revenue per month. No discussion as to how to work this out. A final suggestion from Jennifer Bennerotte at the meeting was to decorate EPAC coffee cans and distribute to various businesses near the Promenade to generate donations.

There is no photo of the stained glass window at city hall. Anne Spooner offered to contact Cross Town Camera Club to find a volunteer photographer who can photograph it. Once documented, it will be posted online and be included in a future printing of the EPAC brochure.

Amy Kerber met with Dianne Plunkett Latham of the Edina Garden Council about the recycling cans and reported that the main council hasn't made a decision regarding the \$150 per artist stipend to paint and decorate the cans. There is an April meeting planned where this will be discussed.

A committee of EPAC/former Edina Art Center members will meet with EAC Board Member Heather Randall King to discuss the relationship of the two groups. (Commission or committee)

At the April meeting, EPAC members will be voting on sculpture pieces for the Promenade and Grandview Square for the 2010 season. Depending on what will be available, the Three Trees may be invited to show again for the 2010-2011 year.

An April workshop with the City Council will be held. Topics of discussion will be funding, the status of the Utility Bill Fund and clarifying the relationship of EPAC and the Edina Art Center.

Meeting adjourned at 5:35 p.m.

Minutes taken by Anne Spooner and Bernice Amacher

Next meeting--April 8, 2010 at 4 o'clock